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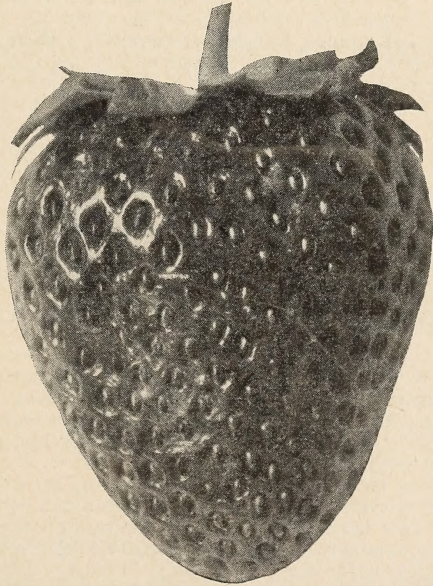
PRYOR'S DESCRIPTIVE CATALOGUE

.....OF.....

STRAWBERRY PLANTS

And How to Grow Them

DORSETT---The Growers' Favorite



**LARGE SIZE - IMMENSELY PRODUCTIVE - HANDSOME
APPEARANCE - FINE FLAVOR**

M. S. PRYOR
SALISBURY, MD.

Everbearing Varieties

Yes everbearing varieties fruit during the late summer and fall for they begin fruiting in about 90 days after being set and keep it up until freezing weather. Each plant, if conditions are favorable, will produce about one quart of fruit during their long fruiting season. There is no secret to growing them just plant like you do the regular spring varieties except that blossoms will have to be removed longer or until about the first of July when they can be allowed to ripen fruit and they will fruit from then until freezing weather. Many growers make enough and more than enough to pay expenses of growing them from the sale of fruit in the fall and still have their spring crop which is practically all clear profit.

In planting everbearing I would suggest using the hill system, unless a heavy spring crop is wanted, that is setting the plants closer together and keeping all or most all of the runners pinched off as the plants will then make larger crowns and bear more fruit in the fall than if allowed to make runners. A good plan is to allow each plant to put out two runners, one on each side of the plant, and each runner to make one plant and each plant spaced equal distance apart, which if the plants were set 15 inches apart would make a plant every 5 inches down the row. If a heavy spring crop is wanted would use the matted row system spacing the plants when hoeing so they will not be too close together.

MASTODON Is still the most popular and extensively planted of all the everbearing varieties holding about the same position among the everbearers that Premier has among the spring varieties. Gem from my experience the past two years is a close second and would recommend giving it a thorough trial, but Mastodon has been tried for several years and is a proven money maker. Plants set this spring will begin to bear fruit soon after being set but for best results blossoms should be removed until about first of July when they can be allowed to fruit and from then on to freezing weather will have blossoms, green berries in all stages of growth and ripe berries at the same time. Berries are large size, fairly firm and of good quality. Another reason that makes Mastodon a safe variety to plant is that it will not only produce a big fall crop but will bear a heavy crop in the spring, ripening in mid-season, that will compare very favorably with most of the spring bearing varieties. The plants are large with long deep roots that enables them to withstand drouth. The foliage is low and spreading which protects blossoms and berries from frost and cold in the fall. I have a good supply of strong well rooted plants that will please you and have tried to make the price within the reach of all, so why not enjoy nice luscious berries this summer and fall.

GEM Originated in Michigan and was introduced by several Michigan growers in 1934. Growers there are very enthusiastic about Gem. One grower says it has a combination of qualities not found in any other everbearer; that it is large, firm, good color, fine flavor, a very heavy cropper, strong vitality and a good plant maker. As a spring crop it will rank with the best.

I have fruited Gem for two years now and the plant growth was fine making more plants than any of the everbearers as it seems to have a tendency to make a number of small plants instead of a few large plants like Mastodon and most of the other everbearing varieties. During the summer Mastodon seemed to produce more fruit than Gem but later in the fall Gem produced the most fruit. The berries are lighter in color than Mastodon but of different shape being almost round, of firmer texture and will carry to market better. The berries are about as good quality as Mastodon, as attractive in the package and will average as large in size but for best results should not be allowed to make too many plants. From results obtained this year I would advise all who are interested in everbearing strawberries to be sure and give Gem a trial.

CHAMPION (Progressive). I am listing Champion again as I have calls for it. This is the variety that first put everbearing varieties on the map and until Mastodon was introduced was the heaviest producing everbearer grown and will produce as many berries as Mastodon but are much smaller and of better flavor, being so sweet they do not require as much sugar and is one of the best for the home table. Very productive and a sure cropper every season. Plants are medium in size, very thrifty and full of vitality. Champion is a home garden or local market variety not being firm enough for shipping.

1937 - GREETINGS - 1937

I am glad to send you my little salesman again (I have no agents) who will tell you about the fine lot of plants I have grown for this season. But first of all I want to thank each and every one of you for the business you gave me last season. This is appreciated I can assure you and makes me more determined than ever to give an honest dollar in value for every dollar received and a square deal to all.

QUALITY is the first consideration for 1937. Berries, and most farm produce, sold for better prices during 1936, and it looks now as if things were definitely on the up grade and believe this year is a good time to set plants, especially the high quality, heavy producing varieties like most of the varieties listed herein. QUALITY always counts and if you can combine quality with quantity you have a money-making combination and is the reason many of the varieties I grow are planted in nearly every section of the country. Select one or more of the varieties best suited for your purpose then procure some first quality plants like PRYOR'S healthy, vigorous high land plants, give them good care, and you will be almost sure of success.

SERVICE and SATISFACTION at FAIR PRICES are other considerations for 1937 and is my motto or method of doing business and I would like to take these up one at a time but space forbids. It is my aim and ambition to give prompt and efficient service at all times. I want every customer to be pleased; I am not satisfied until you are, hence my guarantee—**100% satisfaction or money refunded.** I am offering these varieties, as you will note by referring to price list, at very reasonable prices, quality considered. They are not the highest nor yet the lowest, but at a price that is fair to all. A price that enables me to give plants the best of care and attention with all the necessary plant foods (fertilizer, etc.) to produce strong vigorous plants that are full of vitality and stamina with only a very small profit added, and it is on these considerations that I bid for your order again this year and I am enclosing order blank and return envelope for your convenience. If you have never dealt with me I invite you to send me at least a trial order and let me prove to you that I can fill your order to your entire satisfaction. Please remember friends that it is always a pleasure to serve you and if there is any way I can help you solve your plant problems I would be glad to do so.

Yours for more and better berries,

M. S. PRYOR

SET PLANTS EARLY

Set strawberry plants early—just as early as the ground can be worked. The natural and most successful time to set all plants is in the early spring. Every thing in nature takes on new life at this time, and your plants will do much better planted then than at any other time.

Plants are dormant during the winter and just start putting out new foliage and will stand handling better than at any other time; also there is less foliage and can be packed in smaller packages and transportation will be less.

Plants set in early spring, before the sun gets hot, will enable them to get started much earlier. Then, there is plenty of moisture at this time, something every plant must have to live and when set under these conditions, if properly set will live almost to a plant and enables the plants to get started good before the hot dry weather sets in.

Be sure to set your plants early this spring. I would suggest ordering plants shipped a few days before you intend setting (they can be heeled in if necessary) so they will be there ready to set when the weather is just right for setting.

EVERYONE SHOULD HAVE A STRAWBERRY GARDEN

Strawberries are healthful and should be planted in every garden where you can go out and pick them fresh from the vines any time you want them. In this way you get "real" strawberry flavor as you will find they have a richer flavor than berries that have been picked 24 to 48 hours and in many instances much longer.

Then just think of the many ways you can serve them—sugared down and served with milk or cream, canned, preserved, jam, in short cake, ice cream—they're fine any way you fix them and no other piece of land of same size and with so little expense and labor will yield as much in satisfaction and profit, and by planting some everbearing plants this spring you can enjoy strawberries this summer and fall.

Order plants now for your strawberry garden and I will reserve them and send when you say. 200 to 500 plants if given proper care will supply all you can use the whole season thru with some canned for winter use and probably some to sell to your neighbors who will be more than glad to get them.

Strawberry Culture

Soil—Strawberries will grow on most all kinds of soil if springy and moist, as they require a great deal of moisture especially at fruiting time, but well drained so water will not stand. They are grown in nearly all climates, being grown with success as far south as Florida and as far north as Alaska and on the light sandy types as well as on the heavier soils, altho, like most other crops they will produce larger crops if planted in fertile well drained fields that are full of humus and that will retain moisture, in fact, any kind of land that will make good crops of corn or potatoes will make a good crop of berries. Strawberries should follow some truck crop that has been heavily manured, if possible, as this seems to put the plant food in just the right condition for them to use and also will be less weed seeds, or after cow peas. If neither of these are available, rye can be sown in the early fall and plowed under in the early spring, this will supply plant food and humus and help retain moisture. After the field has been selected it should be plowed in early spring and if barnyard manure is to be used would advise broadcasting it at this time, and either with or without manure should be thoroughly prepared by discing then harrowing or dragging until the field is level so as to have a nice soft even planting bed. Strawberries should not be planted on an old sod, as this is likely to be infested with grubs; such land should receive at least one cultivated crop before planting to strawberries.

Planting—In the northern states strawberry plants should be set as early in the spring as the ground can be prepared as plants set at this time, before the sun gets hot, will have plenty of moisture, something every plant must have to live—insuring a good stand, if properly set, and will do much better than when set late. In the south plants may be set any time from Nov. 1st to April 1st. When setting plants care should be taken not to let the roots be exposed to the wind and sun. The roots should be kept damp and set in moist soil and the soil should be firmly pressed around the plant so it will not dry out and not set too deep so that the buds will be covered and not too shallow so that any part of the root will show. In setting plants a spade, trowel or dibble are the tools usually used, altho a two horse transplanter is often used in large commercial plantings but this is rather particular work and the droppers should have some experience to set them out properly.

Distance to Plant—For the matted row system the rows should be about 31½, to 4 feet apart and the plants set 13 to 20 inches apart in the row according to variety. Prolific plant makers like Missionary, Blakemore and Dunlap can be set farther apart than varieties that make larger but fewer plants like Chesapeake, Lupton and Mastodon. After the beds are 12 to 15 inches wide or as wide as wanted the runners should be kept cut off. Wider beds than this would be satisfactory provided the plants are trained in the row when hoeing so they will not be too thick or over-crowded in the row but each plant spaced a few inches apart.

Fertilizing—To get plants started early a light application of fertilizer, if barnyard manure is not available which is best applied as above, should be made before planting, but I desire to warn my customers against the too heavy application of commercial fertilizer to young strawberry plants, as many plants have been injured and often killed outright, but 400 or 500 lbs. of a mixture composed of 1500 lbs. dissolved bone and 800 lbs. acid phosphate would not injure them if put in the drill or row provided it is well scattered and thoroughly mixed with the soil but would advise putting it in about 10 days before plants are set. An application of from 400 to 500 lbs. per acre as a top-dressing in September, of a mixture containing from four to seven per cent. of nitrogen and from five to ten per cent. of phosphoric acid with very little if any potash. Probably early September would be the best time, for if applied then you will have stronger and more vigorous plants and would aid in the formation of fruit buds. Another application in early spring, before growth starts, especially if a second year fruiting bed, would be beneficial. All fertilizer should be brushed off the leaves immediately after putting on and never use fertilizers when the plants are wet as doing so will result in scorched or burnt foliage.

Care of Plants When Received—When plants arrive they should be removed from express or postoffice as soon as possible and set in cool place and if they appear to be very dry should be dipped in water or better still let them stand in water (roots not foliage) for two or three hours or possibly overnight so they will drink sufficient water to freshen them up and if for any reason you are not quite ready to set plants they can be kept a week or two by unpacking them carefully separating each variety, untying bundles and heeling in V-shaped trenches, dampen the roots, if this has not been done, but not the tops, firm soil around them with foot and shade from sun.

STRAWBERRY CULTURE—(Continued)

Mulching—Mulching is the best way to protect the plants from freezing and thawing in winter, to preserve moisture during a dry season and to keep the berries from getting sandy during a rain. Wheat straw is considered the best material, but rye straw, marsh grass, coarse manure (if not lumpy) or similar material may be used. Apply this in the fall and when growth starts in the spring rake off the beds into the middles between the rows where it serves the purpose of retarding the growth of weeds and also makes picking easier.

Cultivation—Cultivation should begin as soon as possible after plants are set and should continue once a week or ten days, if land is in suitable condition, through the summer and early fall to keep free from weeds and help retain moisture. Hoe as often as necessary to keep down weeds, but shallow, so as not to disturb the roots. When hoeing the first time be sure to uncover the buds of all plants that have been covered by planting or cultivating. If this is not done they will not amount to very much. The first young plants should be encouraged to take root as this will enable them to get started earlier and make better beds and should be trained in the row so they will not be over-crowded especially the varieties that make a great many plants.

Removing the blossoms—This is very important if you wish success with your plants for if the plants are allowed to produce fruit they are greatly weakened, using the greater part of their vitality, therefore all blossoms should be removed the first year. On everbearing varieties all blossoms should be removed until about the middle of July, or until they get started good, when they can be allowed to fruit.

PLANTS AND SERVICE ARE WHAT COUNT

When You Buy Strawberry Plants These Things Are Essential

First—Be sure the plants are true-to-name. It is discouraging as well as unprofitable to find at picking time that you have not got the variety you ordered and which may not be suitable to your requirements, or to find that you have a mixture of varieties some of which may be worthless. I am very particular with the stock plants I set to see that they are strictly true-to-name and am very particular in digging to make sure they are kept true.

Second—Plants should be vigorous, healthy, and well-rooted, and dug from new beds that have not produced a crop of fruit. It costs just as much to prepare and fertilize, plant and care for an acre of poor plants that did not have vitality enough to grow and make a good fruiting bed as it does an acre of well bedded fruiting rows—the result of planting vigorous, healthy, well-rooted plants.

Third—Plants should be fresh dug, well cleaned and graded. They should not only be fresh dug but kept fresh and moist and not allow wind and sun to dry out and wither. The dead leaves and runners should be removed, the small plants thrown out and roots straightened before bunching so as to facilitate planting.

Fourth—And last but not least plants should be properly packed in damp moss and shipped as soon as dug as plants that have been held in storage for some time will not start growing as quickly nor do as well as plants that are fresh dug. Promptness in digging and shipping your order is very essential in having your plants reach you in fresh, good growing condition.

As to whether my plants and service are upto the above specifications I refer you to the letters printed in this catalogue. My aim and ambition is to fill your order so you will be so well pleased that you will not only order next year but that some of your friends and neighbors will send me their orders too. That's the kind of advertising that pays.

Ulster Co., N. Y., March 17th, 1936

Dear Sir:—Enclosed please find small order for plants. Two years ago you shipped me 1000 plants than which I never saw better ones. Last year I sold from these 54 crates (32 qt.) besides using all we could use in the house, and we have a large family. As for quality had everything in this section stopped. The grocer who used the most I sold could sell no others as long as he had mine on display. Do you wonder I came back and will be for larger order next year.

P. D. Grant

DORSETT

LARGER CROPS - BIGGER BERRIES - BETTER QUALITY - HIGHER PRICES
A WONDERFUL COMBINATION

Dorsett was originated by the U. S. Department of Agriculture and altho was not introduced until 1933 has made such wonderful strides in this short time that it is now considered by many growers the "leading" variety in the strawberry family. To attain this leadership in such a short time it must have exceptional merit and prove on a dollar and cent basis that it will make growers more money than any other variety. That is just what Dorsett has proven many times and in many sections that it will do. The combination at the top of this page is the reason.

Dorsett is a heavy yielding variety producing large crops of fancy fruit and the berries, with the exception of Fairfax, have the finest dessert flavor of any variety ever introduced; in size they rank with the largest being exceeded only by Fairfax, are bright red in color, and like Blakemore, hold their bright color some time after being picked, making them have that fresh, just picked appearance, which with their bright green cap makes a beautiful appearance in the package and makes Dorsett especially in demand by buyers and when tasted the flavor will make them buy again and again. The season of ripening is usually as early as Premier but a much larger early crop is produced which means you get a larger number of quarts the first picking or two when they bring the highest prices. In plant growth Dorsett is a vigorous grower making a heavy matted row which may need thinning for best results. The vigorous dark green foliage, like Fairfax, seems to radiate vigor and they keep this healthy condition until the fruiting season is entirely over. Dorsett is not only a fine shipping variety but is equally good for home garden, local market or roadside stands. Commercial growers are planting heavy to Dorsett—"there is a reason" and if you have never given them a trial I urge you to do so this year. You will be glad you did.

BELLMAR Was originated by the U. S. Department of Agriculture and like Blakemore was developed from a cross of Premier and Missionary. The plants are vigorous growers making good fruiting beds even on poor soil. Season of ripening a little earlier than Premier and the berries on good ground are as large and of better quality, are firm, reaching distant markets in good condition but soon turn dark after picking but remain in firm condition even after turning real dark red. Bellmar, while it is really a good variety, is not as good as Dorsett and Fairfax and unless there is a greater demand from it this spring shall discontinue it after this season.

MISSIONARY A standard early variety that is very popular in the southern states especially in Florida where it is practically the only variety grown as it seems to be better adapted to soil and climatic conditions than any other variety. Plants are strong growers making plants freely, are very productive of medium to large size berries that are dark red in color with large green caps that make them very attractive in appearance and always sells for good prices. Very firm therefore a good shipper and keeper and a favorite with the cold pack or juice men.

KLONDYKE A vigorous grower, makes plants abundantly. Berries uniform, of fair size, color rich dark red, very juicy and handsome. Sells quickly at top prices; very firm and an excellent long distance shipper. A favorite with canners and preservers. Klondyke has been a favorite with growers all thru the south and I have listed it again because I have calls for it but it is only moderately productive and I still believe that Blakemore will make them more money.

SOUTHLAND Was originated by the U. S. Department of Agriculture in 1932 and as its name implies is recommended for the south as a home or local market berry and is said to have the best flavor of any berry the south has ever had, being much better in quality and flavor than Missionary, Klondyke or Blakemore. The berries are unusually large, being much larger than the varieties usually grown in the south and very fine in quality; are quite firm in flesh and will stand up for some time but must be handled carefully as the skin is tender. Plants are healthy, vigorous growers with foliage that is free from disease. I had just a few Southland to fruit last year but did not do so well, the season being very unfavorable (dry). This is most too far north for them to do their best as it is especially recommended for the Southern states—Virginia, south, and believe growers in that section should give Southland a thorough trial, as it may prove to be just the berry you want for home garden and local market.

FAIRFAX

EARLY, LARGE, PRODUCTIVE, WITH THE FINEST FLAVOR OF ALL

Fairfax like Dorsett was originated by the U. S. Department of Agriculture and is rapidly becoming known as the berry "with the flavor" that makes customers come back for more as it has the finest flavor of any berry grown. Fairfax ripens about same season as Dorsett and Premier and like these varieties ripens thru a long season. The berries are of large size, being larger than any of the early varieties and under favorable conditions will remain large to the end of the season. The berries are conical in shape and very regular being most uniform of any variety; color a beautiful rich red when first picked then turns very dark red but still maintain their firmness and will keep some days longer yet before decaying as many consumers are beginning to learn, in fact Fairfax is one of our very best shippers and will stand shipping long distances as well as Blakemore, Gandy or Lupton.

The plants of Fairfax are vigorous growers, are much larger than Dorsett and will not make near as many plants and for this reason are just a little higher in price. The dark green foliage seems to radiate vigor and remains healthy clear thru to the end of the fruiting season and is one reason why they can produce such an enormous crop of fruit and while probably will not set as many berries as Premier will produce as many or more quarts owing to the size of the fruit. Fairfax is not only a great long distance shipper but is unexcelled for the home garden, local markets and roadside stands; in fact wherever size and flavor count it will pay you to grow Fairfax. I can recommend Fairfax and as the price of plants this year are within the reach of all urge you to give them a thorough trial.

PREMIER The berry that has paid off more mortgages than any other variety and is just as good today as it ever was. Has been, and with the exception of Dorsett and Fairfax, is still the greatest money-making early variety grown. It is one of the best and most popular varieties ever introduced and for home gardens, local markets or for shipping moderate distances it has outclassed them all. Premier will grow and thrive most everywhere except in the far north and will make good fruiting beds on most all kinds of soil. Plants are vigorous growers, keeping their healthy green foliage clear thru the fruiting season and is one reason they can produce such an enormous crop of fruit, for taking year after year, under all conditions, no other variety will produce such big crops of large bright red berries that most always bring good prices because of their large size, their bright red color which extends clear thru to the center, and their handsome appearance. Their bright green cap, which stays green to the end of the berry season, even in dry weather, adds just the right touch of beauty to the fruit and makes for higher selling prices. Ripens early and produces thru a long season. A sure cropper, almost frost proof, never having failed to make a crop of fruit in this section since it was introduced and is another reason why Premier will keep you on the profit side of the ledger, there being no crop failure and no off years.

BLAKEMORE This great early shipping berry was introduced in 1930 by the U. S. Department of Agriculture and has been tested in nearly every section of the country and like Premier seems to readily adapt itself to conditions where planted except in the far north, where is should be tested out before planting heavily to it but south of southern Penna. and New Jersey it has proven an ideal shipping variety. Growers in this section are planting heavy to it because it will bring them higher prices and make them more money. The plants are medium in size but are vigorous growers making plants so freely they should be thinned for best results. Blakemore ripens early, bearing large crops of medium to large size berries, holding up well in size if the plants are kept thinned, and the fruit is so firm that if picking is neglected for a day or two on account of weather or shortage of help here will be very little loss due to over-ripening. The berries are beautiful, being bright red in color which extends clear thru to the center, with a bright green cap that makes them show up well in the package and attracts the buyers, but what makes it especially valuable is the fact that it maintains its bright red color after being shipped and will arrive in market fresh and bright; in fact it is one of our very best shipping varieties. If your market is at a distance would advise planting Blakemore! you will find it a money maker.

Caldwell Co., N. C., April 13th, 1936

Dear Sir:—I received the plants in good condition and I want to thank you for the extra plants you sent me. I am more than satisfied with them and hope to be able to send another order in the near future.

Mrs. Pearl Cardwell

CATSKILL Was originated by the New York Exp. Station (seedling No. 4443) where it has been grown for several years and is highly recommended for its size, yield and attractiveness. Catskill is a cross of Marshall and Premier and must take its fruiting qualities after Premier for it is a heavy producer and in tests made has even outyielded that variety and seems to be second to none in yield under normal conditions. The berries are large in size, bright red in color with a bright green cap that makes an attractive appearance and of excellent quality and flavor. The plant growth is unusually vigorous with long fibrous roots that penetrate deep into the soil making them drouth resistant. The foliage is healthy and vigorous, makes plants freely, in fact on good ground may need spacing or thinning for best results as the berries in nearly all varieties are the largest and best where plants are not too thick.

Catskill is a mid-season variety ripening same season as Big Joe and is supposed to take the place of this variety and growers should test it with Big Joe to see which variety does the best for them under their conditions. I have never fruited Catskill—I sold out of plants last season but from what I have seen and heard of it believe growers, north of Virginia, should not fail to give it a thorough trial.

DUNLAP (Dr. Burrill). An old-time favorite throughout the northern half of the country and still grown by many of its old friends, although it is being gradually replaced by newer varieties, especially Premier, which is better in most every way. Dunlap will grow and succeed under nearly all conditions and with any kind of treatment. A sure cropper and heavy yielder. Berries are medium to large, firm and attractive, juicy and of delicious flavor.

ABERDEEN Plants are strong vigorous growers with plenty of healthy dark green foliage that is unusually free from disease. A heavy producer comparing favorably with Premier or any of the other varieties but fruit should be kept picked closely and marketed quickly. Berries are large size, beautiful bright red in color with a double green calyx that makes a very attractive package or crate. Not firm enough for shipping to distant markets but profitable for markets within hauling distance on account of its productiveness and ability to yield under adverse conditions.

BIG JOE (Joe Johnson). The outstanding mid-season variety and the kind to plant if you want a big crop of fancy berries. Beginning to ripen just as the early berries start to run down they always bring a premium of a dollar or two a crate and is the best variety I know of to go with Premier (or Dorsett and Fairfax) and Chesapeake to give you a full crop of fancy berries from the beginning to the end of the berry season. The plants are exceedingly vigorous and make fine fruiting beds on most any kind of soil that will produce strawberries, but, like most other varieties, responds quickly to a little extra care and fertilizer.

Berries are bright red in color with a large bright green cap that makes them very attractive, firm and of excellent flavor making a fine table berry, are almost perfect in shape, of very large size and produced in great abundance for so large a berry. Sells for top prices and whether you retail your berries, sell at the farm or roadside stand or ship to market you should include Big Joe in your planting for I am sure you will be pleased with the results.

BEAUTY A good mid-season variety for the northern half of the country where the markets are nearby. The plants make a vigorous root and top growth, the foliage being tall, can be easily told from other varieties at a distance. I fruited Beauty for two years and with me they set a heavy crop of fruit but the foliage did not hold up so well especially in a dry season and many of the berries sun scalded. Berries are large, rather pale red in color and of good quality.

GIBSON (Parsons Beauty). Has been introduced under several names and if that is any indication of its worth should be a valuable variety and is an old favorite with growers in many sections. The plants are healthy and vigorous making good fruiting beds on almost any kind of soil. Very productive, the plants being simply loaded with berries. Fruit medium to large size, dark red in color and of fine flavor. Gibson is not firm enough for distant shipping but is very popular for canning and for local or nearby markets.

Fanquier Co., Va., April 15th, 1936

Dear Sir:—Strawberry plants received here today in fine condition. They are fine looking plants and I certainly thank you for your promptness.

Mr. Samuel Robinson

CHESAPEAKE The best and most popular late variety with strawberry growers and deservedly so on account of its large size, handsome appearance, fine flavor, and excellent shipping qualities. Healthy, productive and profitable. Plants are large size, very vigorous and healthy, no rust or disease of any kind and due to the fact that Chesapeake makes only a moderate number of plants the berries are all large, not just a few large ones and the rest small, but hold their size well up to the last; in this respect it is the best late berry grown.

The berries are bright red in color with a large green cap making them beautiful in appearance, ripens evenly without green tips, firm, being one of our best shippers and of the highest quality. Always sells for top prices. Growers around Pittsville, Md., a few miles east of here make more money from Chesapeake than from any other late variety. It is nothing unusual for them to receive \$1.50 to \$2.00 more per crate for Chesapeake than for any other variety of same season except possibly Gandy. Blooms late and escapes the late frosts and very seldom, if ever, has a crop failure. Fine for the home garden as it is of the best eating quality. Chesapeake does best on a rich springy soil where, with good cultivation, will make a good, well spaced, fruiting bed and if you have this kind of soil you need not hesitate to plant it for it will be one of your best money makers.

LUPTON A fancy late shipping variety that always brings top prices on account of its large size and handsome appearance being almost as large and handsome as Chesapeake. The plants are good bedders making a better fruiting bed than Chesapeake and if your land does not suit Chesapeake would suggest planting Lupton. The berries are large and handsome, very uniform in size and shape; color a rich shiny red all over, no green tips, with a large green calyx that adds much to its beauty; very firm, making an extra good shipper and for this reason is a money-maker. Not recommended for the home garden, but a fancy late variety for long distance shipping.

BIG LATE The best late pistillate variety in size, quality and productiveness. It is a good healthy grower with tall spreading foliage that shades the berries from the sun and protects the blossoms from frost. The plants are loaded each season with large, bright glossy red berries of excellent flavor, and are firm, good shippers and keepers. Set Big Late with Aroma or Big Joe for best results.

PEARL A fancy late variety beginning to ripen just after Gandy, which it resembles but will probably do better on the lighter soils if they are rich, but like Gandy need low springy soil to do its best. It blossoms late and often escapes the late frosts, making it desirable for frosty locations. The berries are large, dark red, firm and a good shipper. The plants are medium in size, but vigorous growers, making plenty of plants for a good fruiting bed. Pearl is the variety to plant if you wish to extend the strawberry season for a day or two or have a market for fancy late berries.

GANDY A fancy extra late shipping variety that is very extensively grown in some sections and usually brings top prices for the quality of the Gandy is known in every market throughout the country. Makes plants freely but should be grown on black springy soil as it needs plenty of moisture at fruiting time. The berries are of large size, very firm, being one of our best shippers and will not spoil if picking is neglected for a day or two; are bright red in color, handsome in appearance and of excellent flavor.

AROMA A very popular late variety on account of its large size; attractive appearance and excellent quality and is extensively planted in all sections and especially in the middle west. Plants are strong, vigorous growers and are heavy producers of large, round, almost perfect shaped berries that are bright red and attractive in appearance. A strictly high flavored high class market berry and one that you can ship to distant markets and will reach there in almost perfect condition. A real money-maker in many sections.

WM. BELT Whenever quality and large size are considered, Wm. Belt ranks with the best. Is probably the most popular fancy variety and always brings fancy prices. Does best in the middle and northern states. It is quite productive of extra large berries that are somewhat irregular in shape; color a beautiful bright red, firm, and of the very best quality. Largely planted in many sections, and if you have a market that will pay a premium for quality Wm. Belt is the variety to plant. I have a good supply of plants this season and will please you.

What Varieties Should I Plant

I am often asked this question and it is a logical one for with so many varieties to choose from it is somewhat confusing especially to the beginner and makes it hard for him, or her, to tell just which is the best variety, so I am going to select the best varieties in each season.

DORSETT, FAIRFAX and PREMIER are the outstanding early varieties. Premier has been the best, the most popular and the greatest money making early variety and is just as good now as it ever was, but is losing much of its prestige now that Dorsett and Fairfax are becoming better known for these varieties have all the qualifications necessary to make them leaders and with their productiveness, size and flavor are rapidly coming into popular favor. South of Pennsylvania **BLAKEMORE** is fast coming into popular favor as a long distance shipping variety and for the south should take the place of **Missionary** (except in Florida) and **Klondyke** as it will make them more money. Southland is a good home garden local market variety for the south.

BIG JOE is the best mid-season variety and one that has made growers the most money but **CATSKILL** comes so highly recommended that growers should give it a thorough trial to see which variety will make them the most money under their conditions. **ABERDEEN** is of good quality and can be planted where for some reason **Big Joe** and **Catskill** are not at their best and the market is near at hand as they are too soft for distant shipping.

CHESAPEAKE is the best late variety and will make you more money than any other variety if you have land that will suit it. Chesapeake is the aristocrat of the strawberry family and always sells for top prices and because it does not make a heavy matted row the berries are large and run large to the end of the season. If your soil does not suit Chesapeake try **LUP TON** unless you have a market that will pay a premium for quality, then if you live north of Mason-Dixon line, **Wm. Belt** is the variety to plant.

MASTODON is the best everbearing variety to grow commercially as it is firm enough to ship moderate distance; also excellent for the home garden. **GEM** is highly recommended because of its vigor, appearance and quality and I believe worthy of a thorough trial. **CHAMPION** is the best flavored of the everbearers but is small and soft and should only be planted for the home garden.

All the other varieties I list are dependable money making varieties under some conditions and if you have tried and like them, well and good, but if you are doubtful or uncertain plant the varieties mentioned above.

Some Thoughts on Buying Plants

I believe it will pay you to buy your plants not only because I have plants to sell but there are some advantages in buying them that I submit for your consideration as I believe these will bring you greater profits than the saving you make by digging your own, namely:

1.—The convenience of having plants there ready to set at the most favorable time so as to take advantage of the first good days of spring. Early planting pays and is one of the surest ways to success in growing strawberries for about 90 per cent. of the early set patches are successful.

2.—The money you would receive from the plants during the two years that you could fruit them.

3.—The trouble and expense of digging and cleaning your own plants often with inexperienced help, from ground that is hard and sticky so that the roots would be broken off in digging and the soil would not come off without a great deal of shaking causing loss of time at the season of the year when every good day counts.

4.—Then you lose the invigorating effect that comes from a change of climate and soil as these often showed a marked gain.

5.—Many of the best strawberry soils are heavy and the plants are short rooted and will not do as well especially if the season is dry and then the plants can not be set as quickly or as well as the plants I can furnish you which are grown on sandy soil especially for plants an have long bright roots, are nicely trimmed and evenly bunched.

My plants are especially grown for plants on high land and have a well developed root system that makes them grow and produce results for my customers when planted in the field. I grow and handle no other kind of nursery stock putting all my time and attention to the growing, packing, etc., of strawberry plants, trying to do this one thing well and believe I can give you better plants and service than I could if I handled several other kinds of nursery stock.

SALISBURY, MD.

Amt. Enclosed: Check \$.....Money Order \$.....Stamps \$.....Cash \$.....

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately. Make all letters short and to the point, and please do not write letters on same sheet with the order.

[illegible]

Please indicate full amount of money sent, including postage.

NOTE—Early in the season I usually have in stock everything listed in this catalog but late in the season I frequently run short of some of the varieties, therefore, when you order late please state whether I shall substitute something equally as good and as near like the variety ordered as possible or return your money for any stock I may be out of. Answer:.....

Instructions to Purchasers

Orders—Should be sent as soon as possible after you receive the catalogue and I will reserve plants for you and ship when wanted. In ordering be sure to write your name and address plainly and give your postoffice, county and state, every time you write. All orders acknowledged promptly as soon as received, and notice will be mailed when goods are shipped unless shipped by Parcel Post.

Terms—Payments must be made in advance. Remittances may be made by Postoffice Money Order, Registered Letter or Bank Draft. U. S. Postage Stamps will be accepted for fractional part of a dollar. If not convenient to remit full amount when order is sent, remit one-third of the amount of the order and I will book your order and hold for you and you can send balance when convenient before shipment is made.

I Guarantee—The safe arrival of plants when shipped by mail or express, by May 1st, if taken from express office and opened on arrival and will replace any that do not, provided you will send me at once your express receipt and statement from express agent as to condition and damage to plants, but cannot be responsible for plants allowed to lay around in express office or for neglect of purchaser or his employee to properly care for same after arrival. Nor can I be responsible for drought, floods, insects, etc., after planting, as these are things over which I have no control.

Shipping Season—October 20th until May 1st. Shipping thru the winter to the southern states. Early spring is the best time to plant in the middle and northern states, just as early as the ground can be prepared. **EARLY PLANTING PAYS** so be sure to plant as early as possible for this may mean success or failure, and then the plants will stand handling much better than when growth has started. All orders shipped after May 1st sent at purchaser's risk but will use every precaution I possibly can to get the plants to you in good condition.

True-To-Name—While I use every precaution to have all plants true to name and guarantee to refund purchase price paid for same or replace with stock that is true, should any prove otherwise, it is understood that in no case will I be responsible for any sum greater than that actually paid me for the plants.

Reference—The County Trust Co., (formerly The Eastern Shore Trust Co.), and the American Railway Express Co., both of Salisbury, Md.

My Plants—Are especially grown for plants on high land and are fresh dug for your order from new beds that have not borne fruit and are full of vitality and heavy fruiting power and should grow and produce big crops if instructions in this catalogue are followed. We always dig the whole row, throwing out the ones that are not well rooted, remove dead leaves and runners ready for planting and tie in bunches of 26 for 25 and pack in light-ventilated crates with plenty of damp moss which insures them reaching you in first-class condition. I make no charge for crates or packing. A shipping tag with certificate of inspection, purchaser's name and full address is attached to each and every package sent out.

TRUE TO NAME—While I use every precaution to have all plants, etc., true to name (I believe I come as near doing this as anyone in the business), I will not be responsible for any sum greater than the cost of the stock should any prove otherwise than as represented.

SPECIAL NOTICE—Write below the names and addresses of growers who might be interested in, or buyers of Strawberry Plants and if your order amounts to \$1.00 or more I will send you free of charge 50 Strawberry Plants with your order for your trouble. If names were sent last year please send different names this year.

Kindly give full name and address.

PRICE LIST FOR 1937

Purchaser To Pay Transportation Charges

Early Varieties								
	25	50	100	250	500	1000	3000	5000
BLAKEMORE	\$.25	\$.40	\$.60	\$1.00	\$1.50	\$3.00	\$8.40	\$12.50
Bellmar25	.40	.65	1.10	1.75	3.50	9.75	15.00
DORSETT30	.45	.70	1.25	2.00	4.00	11.40	17.50
FAIRFAX30	.45	.70	1.30	2.13	4.25	12.15	18.75
Howard 1725	.45	.70	1.25	2.00	4.00	11.40	17.50
Klondyke25	.40	.60	1.00	1.50	3.00	8.40	12.50
Missionary25	.40	.60	1.00	1.50	3.00	8.40	12.50
PREMIER30	.45	.70	1.25	2.00	4.00	11.40	17.50
SOUTHLAND25	.40	.65	1.10	1.75	3.50	9.75	15.00

Mid-season Varieties								
ABERDEEN25	.40	.65	1.10	1.75	3.50	9.75	15.00
Beauty25	.40	.65	1.10	1.75	3.50	9.75	15.00
BIG JOE30	.45	.70	1.25	2.00	4.00	11.40	17.50
CATSKILL30	.45	.70	1.30	2.13	4.25	12.15	18.75
Dr. Burrill25	.40	.65	1.10	1.75	3.50	9.75	15.00
Gibson25	.40	.65	1.10	1.75	3.50	9.75	15.00
Parsons Beauty25	.40	.65	1.10	1.75	3.50	9.75	15.00
Senator Dunlap25	.40	.65	1.10	1.75	3.50	9.75	15.00

Late Varieties								
Aroma25	.40	.65	1.10	1.75	3.50	9.75	15.00
Big Late (Imp).....	.25	.40	.65	1.10	1.75	3.50	9.75	15.00
CHESAPEAKE30	.45	.70	1.35	2.25	4.50	12.90	20.00
GANDY25	.40	.65	1.10	1.75	3.50	9.75	15.00
LUPTON25	.40	.65	1.10	1.75	3.50	9.75	15.00
Pearl25	.40	.65	1.10	1.75	3.50	9.75	15.00
WM. BELT25	.40	.65	1.10	1.75	3.50	9.75	15.00

Everbearing Varieties								
Champion35	.55	.90	1.85	3.00	6.00	17.25	22.50
GEM40	.60	1.00	2.00	3.25	6.50	18.90	30.00
MASTODON40	.60	1.00	2.00	3.25	6.50	18.90	30.00
Progressive35	.55	.90	1.85	3.00	6.00	17.25	22.50

Big Late is an imperfect variety and has to be fruited with some good variety of same season. All other varieties are perfect blossom and do not have to be fruited.

PARCEL POST RATES

	zones	zone	zone	zone	zone	zone	zone
	1-2	3	4	5	6	7	8
100 plants.....	\$.10	\$.14	\$.21	\$.28	\$.33	\$.41	\$.48
250 plants.....	.18	.27	.44	.58	.75	.94	1.15
500 plants.....	.29	.47	.77	1.12	1.45		
750 plants.....	.40	.67	1.12	1.55			
1000 plants.....	.51	.87	1.47				

Plants do not all weigh the same as some are larger than others but the above table will generally be found correct but if it does not require this amount the excess will be returned.

The Express Company has now made a very substantial reduction in the rates in most of the states east of the Mississippi River and it is cheaper now to have plants sent by express unless you live quite a distance from the express office and have to make an extra trip after them. If you wish them sent by Parcel Post add to prices of plants as above.

DELIVERED PRICES QUOTED ON REQUEST if customers will kindly write giving list of varieties and the quantity of each.



FAIRFAX

THE GROWERS' IDEAL

LARGE SIZE - HEAVY YIELDS - FINE FLAVOR - VERY FIRM

Norfolk Co., Va., March 22nd, 1936

Dear Sir:—I got strawberry plants you shipped March 4th all O.K. and am sure glad to find plants in such good condition. I received them March 7th, set them March 9th and should have wrote you sooner but wanted to give you the true results. I checked my entire field today and I have yet to find my first dead one and do not think there is one lost plant in the entire amount of 2325 plants. Thanking you for all past favors, I remain ever at your command and a customer always.

John H. Stepp

Hartford Co., Conn., April 18th, 1936

Dear Sir:—I am very much pleased with the plants you sent me.

Frederick Tucker

Volusia Co., Fla., April 13th, 1936

Dear Sir:—The strawberry plants came all O.K. in good shape and I planted them at once and think every one will live.

W. J. Gardner

Schuylkill Co., Pa., April 27th, 1936

Dear Sir:—Received plants O.K. I am very well pleased with them. Many thanks for the Dorsett. I shall advise my neighbors and friends to place their orders with you.

John H. Leeser

Huntington Co., Pa., April 27th, 1936

Dear Sir:—I received my order of strawberry plants and am very much pleased with them.

Forrest Clark

Dutchess Co., N. Y., Nov. 12th, 1936

Dear Sir:—The strawberry plants arrived in fine shape all with plenty of roots, am well pleased. The weather was favorable and all are now growing, not one failed and I shall cover for winter in a few days.

Henry S. White